

Abstract of the Disclosure

2 ONLINE MACHINE DATA COLLECTION AND ARCHIVING PROCESS

3 An online machine data collection and archiving process generates a machine data
4 profile of a customer computer accessing a transaction form of a merchant web site and
5 links the machine data profile and a transaction record with customer identifying
6 information using a unique transaction identification string. The process preferably
7 captures parameters typically communicated as a part of web accesses, such as an IP
8 address, an HTTP header, and cookie information. The process additionally causes the
9 customer computer to process self-identification routines by processing coding within the
10 merchant transaction form, the self-identification routines yielding further profile
11 parameters. The process further includes a routine for bypassing an intervening proxy to
12 the merchant web site to reveal the true IP address of the customer computer.